



TENNESSEE DEPARTMENT OF EDUCATION

DIVISION OF CAREER AND TECHNICAL EDUCATION

Programs of Study for 2013-2014 Academic Year

For more information on the specific courses, please visit our career cluster webpage at

http://tn.gov/education/cte/Career_Clusters/Career_Clusters.shtml.

Marketing

Program of Study	Level 1	Level 2	Level 3	Level 4
Marketing Communication	Marketing and Management Principles I 5931	Advertising and Public Relations 5936	Web Design Essentials 5902 -and/or- Interactive Multimedia Presentation 5897, 3752, or 3639	Sports and Entertainment Marketing 5939 -and/or- Virtual Enterprise 5900 -and/or- Market Research and Analysis 5937
Entrepreneurship	Exploration of Organizational Leadership & Marketing 5941 -and- Personal Finance 5901, 3496, or 3767	Marketing and Management I Principles 5931	Entrepreneurship 5934	Retail Operations 5938 -and/or- Virtual Enterprise 5900 -and/or- International Business and Marketing 5935
Merchandising	Exploration of Organization Leadership and Marketing 5941	Marketing and Management Principles I 5931	Retail Operations 5938	Marketing and Management II Advanced Strategies 5932 -and- International Business and Marketing 5935 (optional)

